

We claim:

- 1) An azo pigment formulation comprising
  - a) at least one azo pigment,
  - 5 b) a resin based on rosin or modified rosin and having an acid number of not less than 320 mgKOH/g, and
  - c) an ammonium salt of a sulfonated diaryl yellow pigment.
- 10 2) The azo pigment formulation according to claim 1 wherein the azo pigment is a diaryl yellow pigment.
- 3) The azo pigment formulation according to claim 2 wherein the diaryl yellow pigment is a pigment from the group consisting of C.I. Pigment Yellow 12, 13, 14, 17, 55, 63, 81, 83, 87, 90, 106, 113, 114, 121, 124, 126, 127, 136, 152, 170, 171,  
15 172, 174, 176 and 188, or a combination thereof.
- 4) The azo pigment formulation according to at least one of claims 1 to 3 wherein the resin has an acid number of not less than 330 mg KOH/g.
- 20 5) The azo pigment formulation according to at least one of claims 1 to 4 wherein the resin is a Diels-Alder adduct of rosin with maleic anhydride or fumaric acid.
- 25 6) The azo pigment formulation according to at least one of claims 1 to 5 wherein c) is dioctadecyldimethylammonium sulfonate of Pigment Yellow 12.
- 7) The azo pigment formulation according to at least one of claims 1 to 6 that consists essentially of
  - 50% to 90% by weight of component a),
  - 30 5% to 45% by weight of component b),
  - 0.1% to 20% by weight of component c), and
  - 0% to 40% by weight of further, auxiliary agents d),

all based on the total weight of the azo pigment formulation.

8) The process for producing an azo pigment formulation according to one or more of claims 1 to 7 by mixing said components a), b), c) and if appropriate d).

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9) The use of an azo pigment formulation according to one or more of claims 1 to 7 for pigmenting macromolecular organic materials of natural or synthetic origin, for example plastics, resins, coatings, paints, electrophotographic toners and developers, electret materials, color filters and also inks, including printing inks, including ink jet inks, and seed.

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10) The use according to claim 9 for pigmenting printing inks, especially gravure printing inks and flexographic printing inks.